

**OFFICE OF CONGRESSMAN EARL BLUMENAUER  
APPROPRIATIONS REQUEST FORM  
FISCAL YEAR 2011**

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**Project Details**

**1. Project title:** Test Oregon

**2. Organization name and address** (the recipient of the funds):

Cascade AIDS Project (Prime Recipient)  
208 SW Fifth Avenue, Suite 800  
Portland, Oregon 97204

In partnership with

HIV Alliance (Sub-contracted)  
1966 Garden Avenue  
Eugene, Oregon 97403

**3. Contact information**

**a. Project's primary contact:**

Michael Kaplan, Executive Director

**b. Daytime telephone number/ mobile phone number:**

Office: 503.278.3810 / [REDACTED]

**c. Email Address:**

mkaplan@cascadeaids.org

**d. Project location** (if different than organization's address):

Statewide

**4. Please describe the requesting organization's main activities.**

Cascade AIDS Project (CAP) is the oldest and largest community-based provider of HIV services in Oregon and Southwest Washington. CAP's mission is to prevent HIV infections, support and empower people affected and infected by HIV/AIDS, and eliminate HIV/AIDS related-stigma. CAP carries out its mission through two major departments, Prevention and Education (P&E), and Support Services.

CAP's P&E department hosts a variety of HIV testing services and prevention programs designed to raise awareness of HIV and educate about its prevention. One of its cornerstone programs, the Men's Wellness Center, provides Portland metropolitan area men who have sex with men (MSM) with prevention information and supplies, health and wellness discussions, HIV testing services, and social activities. Additional P&E programs provided include: implementation of evidence-based interventions, social and educational groups for people living with HIV/AIDS (PLWHA), youth HIV education with a

peer education component, HIV education and prevention programs specifically reaching Latino migrant and day laborer populations, and the Oregon AIDS/STD hotline.

The Support Services department encompasses direct service in providing short and long term housing, coordinating intake services, offering educational programs designed to help HIV-affected people thrive at home and at work, and providing family support for people who are living with HIV. Social Support programs are designed to erase HIV-related stigma and to reduce isolation. CAP's family support programs, encompassing Camp Starlight and Kids' Connection, offers services as varied as help disclosing HIV status to schools, facilitating guardianship planning, teaching kids about HIV, offering recreational opportunities with other HIV-affected families, and providing a week-long residential camp for children.

Last year CAP provided HIV/AIDS education and prevention services to 16,040 people and coordinated wrap-around support services for 2,502 men, women, and children affected and infected with HIV/AIDS. In addition, 662 people donated 19,528 hours to help CAP achieve its mission. More information about Cascade AIDS Project is at [www.cascadeaids.org](http://www.cascadeaids.org).

CAP's partner, HIV Alliance has a proven history in combating the HIV pandemic and as a community-based organization has developed trust with vulnerable populations including those in rural Lane County. Founded in 1994, when several local AIDS service providers merged, HIV Alliance became the only not-for-profit health-based organization in Lane County whose mission is to support individuals living with HIV/AIDS and to prevent new HIV infections. HIV Alliance plays a critical role in Eugene and surrounding communities by often being the first and only organization working with high risk populations in that part of Oregon. HIV Alliance programs include prevention, care services, and community education and more information can be found at [www.hivalliance.org](http://www.hivalliance.org).

**5. Is this organization a public, private non-profit, or private for-profit entity?**

Both Cascade AIDS Project and HIV Alliance are private non-profit entities with 501(c)(3) status.

**6. From what federal agency and account are you requesting funds (Please be specific –e.g., Department of Housing and Urban Development, Economic Development Initiatives account)?**

Labor, Health and Human Services / Centers for Disease Control and Prevention (DHHS/CDC)

**7. Briefly describe the activity or project for which funding is requested (no more than 500 words).**

Cascade AIDS Project (CAP) and HIV Alliance seek to expand HIV testing in Oregon and thereby improve health outcomes. Specific efforts will focus on social marketing to increase demand for testing through private providers while also increasing availability of mobile and community-based testing to high-risk populations via CAP and HIV Alliance. Efforts will build on existing programs and leverage substantial federal, state and private dollars.

According to the latest available national statistics published by the Centers for Disease Control and Prevention (CDC), in 2006 of the 34 states with names-based reporting, 36% of people testing positive for HIV also received an AIDS diagnosis either at time of HIV test or within 12 months. That same year Oregon experienced a rate of 44%. Clearly – Oregon faces significant disparities in testing outcomes for HIV.

For both Oregon and the nation, late testers are more often comprised of individuals: over the age of 50, from Hispanic and other communities of color, who inject drugs, and those who presume themselves to be low risk (heterosexual transmission). In Oregon, these communities often face barriers to accessing HIV testing or believe they are not at risk for HIV.

Late testers are creating serious consequences for Oregon. Late testers are more likely than others to have been unknowingly transmitting HIV to their partners in the years prior to their HIV or AIDS diagnosis. Additionally, late testers do not receive the benefit of early HIV treatment and therefore tend to have poorer long-term health outcomes, which only increases the overall cost of HIV care.

Currently, both CAP and HIV Alliance have large HIV testing programs serving high-risk populations. However, both programs fall short of demand and often turn folks away for testing on a given day. In addition – many individuals who could get tested via private health care providers neither are aware of the need to be tested or the availability of such tests under existing healthcare plans.

To address these issues, we seek a congressionally directed-award to leverage existing funding and work along two primary efforts: (1) a social marketing campaign to encourage all Oregonians to learn their HIV status. This campaign will include a statewide social marketing effort aimed at the general population and encourage people to seek HIV testing through their current medical providers and systems. This effort also dovetails nicely with current collaboration between Oregon Department of Human Services (DHS) and CAP to explore areas for increasing routine testing. (2) A second component will include targeted HIV testing to highest-risk communities through the use of expanded HIV testing events through CAP and HIV Alliance. These testing events will reach communities that continue to bear the brunt of HIV disease and who face barriers to accessing HIV testing. Testing will be offered on site by both agencies, but also through mobile efforts at events and venues targeting some of the highest-risk populations.

## **8. What is the purpose of the project? Why is it a valuable use of taxpayer funds? How will the project support efforts to improve the economy and create jobs in Oregon?**

The ultimate purpose of this project is to compel Oregonians to seek out HIV testing services so they can learn their HIV status and then take the appropriate steps to either remain HIV negative or seek HIV care if HIV positive. This is in direct response to the disproportionately high rates of late testers (those who receive an AIDS diagnosis either at time of HIV diagnosis or within 12 months) in Oregon as compared to national average.

Increasing the number of Oregonians who know their HIV status will help Oregon and the federal government by reducing the number of further HIV transmissions and by getting those who are HIV positive into early medical care thus improving their long-term health outcomes and decreasing overall healthcare costs. As people learn their HIV status they take steps to prevent the transmission of HIV. The CDC published in their HIV Prevention in the United States: At a Critical Crossroads (2009), that each HIV infection prevented saves approximately \$355,000 in the cost of providing a lifetime of care and treatment, making this request a cost effective use of taxpayer

funds. Both HIV Alliance and CAP will use funds to expand their capacity to provide HIV testing including increasing staffing for actual testing and related supplies and marketing.

**9. Has this project received federal appropriations funding in past fiscal years?**

While Cascade AIDS Project has received previous congressionally-directed federal appropriations through DHHS/CDC, we have not received funds for this specific project.

**9a. If yes, please provide the fiscal year, Department, Account, and funding amount of any previous funding.**

Not applicable

**Funding Details**

**10. Amount requested for this project:**

\$180,000

**11. Breakdown/budget of the amount you are requesting for this project (e.g., salary \$40,000; computer \$3,000):**

Personnel – includes payroll, benefits, taxes, etc	\$31,491
Staffing related costs – telephones, office supplies, training, etc.	\$990
Facility rental costs – covers portion of MWC and CAP office space for HIV testing	\$14,637
Supplies – includes HIV test kits, testing supplies, bicycles and trailers for mobile testing, biking branded gear, and safer sex supplies	\$12,000
Media messaging development and design (for statewide campaign)	\$10,000
Media buys – costs of billboards, magazine and newspaper ads, etc	\$40,000
Other – covers portion of volunteer, operations, and administrative support	\$10,882
HIV Alliance contract – for Southern Oregon (see below for detail)	\$60,000
- Wages and Benefits	\$20,603
- Media campaign	\$20,000
- Supplies	\$ 6,750
- General testing program support	\$ 4,550
- 15.6% indirect per our NICR	\$ 8,097

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Total request for this project	\$180,000
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**12. What is the total cost of the project?**

Total cost for the project is estimated to be \$525,000 and leveraged funds are detailed under question 14.

**13. Is this project scalable (i.e., If partial funding is awarded, will the organization still be able to use the funds in FY 2011)?**

This project is scalable and CAP is committed to combining available resources both locally and nationally to implement this project at some scale.

**14. What other funding sources (local, regional, state) are contributing to this project or activity? (Please be specific about funding sources and funding amounts)**

- \$250,000 Existing CAP funds via County & Federal agreements for testing targeting highest risk populations (includes CDC, HRSA, and OMH funding agreements at the federal level and Multnomah and Clackamas Counties at the local level)
- \$70,000 Existing HIV Alliance funding for testing targeting highest risk populations
- \$25,000 CAP General Fund – Individual and foundation support
- \$180,000 Request for Congressional Directed Award

**15. Please list public or private organizations that have supported/endorsed this project.**

- Sam Adams, Portland Mayor
- Kitty Piercy, Eugene Mayor
- Ted Wheeler, Multnomah County Chair
- Oregon Department of Human Services – HIV/STD programs
- Lane County Public Health
- Clackamas County Public Health
- Roy Jay, African –American Chamber of Commerce
- Northwest Health Foundation
- Basic Rights Oregon
- Our House
- Oregon Health & Science University – Partnership Project
- Ecumenical Ministries of Oregon – HIV Services
- Oregon Health Action Campaign
- Liz Lippoff, CAP Board President
- Bruce Carey, Business Owner